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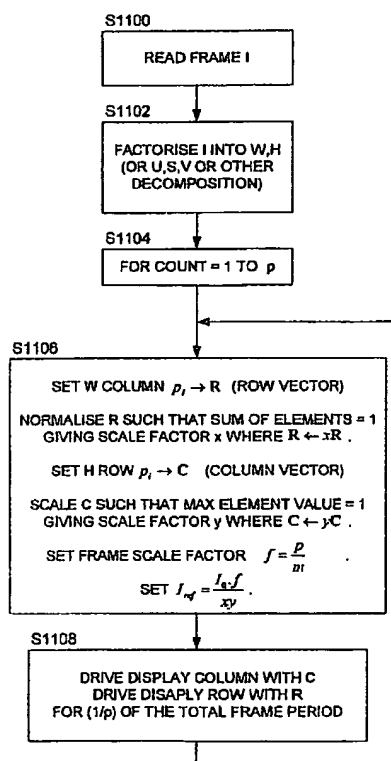
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(54) Title: MULTI-LINE ADDRESSING METHODS AND APPARATUS



(57) Abstract: This invention relates to methods and apparatus for driv-  
ing electro-optic, in particular organic light emitting diodes (OLED) dis-  
plays using multi-line addressing (MLA) techniques. Embodiments of  
the invention are particularly suitable for use with so-called passive ma-  
trix OLED displays. A method of driving an electro-optic display, the  
display having a plurality of pixels each addressable by a row electrode  
and a column electrode, the method comprising: receiving image data for  
display, said image data defining an image matrix; factorising said im-  
age matrix into a product of at least first and second factor matrices, said  
first factor matrix defining row drive signals for said display, said second  
factor matrix defining column drive signals for said display; and driving  
said display row and column electrodes using said row and column drive  
signals respectively defined by said first and second factor matrices.



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